

BOW VALLEY LABOUR MARKET REVIEW

SPRING 2016

The Bow Valley's Labour Attraction Challenge

In the lead-up to the peak season in the Bow Valley's tourism industry, labour attraction has always been a challenge for local employers. This summer is setting up to be no exception.

Recently at the Job Resource Centre we've been receiving calls from people in eastern Canada wondering, "Will there be jobs in Banff this summer?" It is common knowledge that Alberta is laying off workers and by extension, many seem to assume the same conditions apply to Banff.

With the near-constant play of bad-news stories in the media about the thousands of oil-industry-driven layoffs in Alberta, it is no wonder that students and other potential workers are second guessing their plans to come to the Bow Valley to work. This year, the second guessing comes at a time when near-record numbers of tourists are expected to visit Banff and Canmore – meaning that finding the much-needed workers to staff our many hotels, restaurants, retail operations and attractions will become that much more essential and perhaps more challenging than ever before.

On a brighter note, the *Globe and Mail* recently published a story which has the potential to promote a more positive and nuanced understanding of the Bow Valley's labour market. The story speaks of the strength of tourism in Banff, saying, "It's a rare source of positive news in a Canadian province whose economy is forecast to shrink for a second year in 2016."

"Banff's Growing Tourism Industry Softens Blow to Alberta Economy" (Jeremy Van Loon, 2 March 2016, Bloomberg News <http://www.theglobeandmail.com/report-on-business/banffs-growing-tourism-industry-softens-blow-to-alberta-economy/article29004112/>)

The Bow Valley's tourism economy has the potential to generate hundreds of jobs in the coming months.

Anticipating that this will be a busy summer, many employers are already reaching out to hospitality schools and other parts of the country to recruit workers. The Job Resource Centre is taking its share of initiative in spreading the word about the many employment opportunities that will be available in the Bow Valley during the summer of 2016. We hope that these combined initiatives will help to ease this year's labour attraction challenge.

Staff Housing Guide

The Job Resource Centre (JRC), in partnership with the Alberta Government and Bow Valley College, is updating the Staff Housing Guide.

The Guide is designed to inform entry level employees about the type of accommodation available in the Bow Valley, as staff housing is an integral part of working in our communities.

For employers, this is a chance to reach thousands of job seekers.

The JRC will be inviting most major hospitality/tourism employers who provide staff housing in Banff, Canmore, Lake Louise and Kananaskis to participate in this project.

For further information, contact Camara at 403-678-6601 or project@jobresourcecentre.com.

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Labour Market Trends

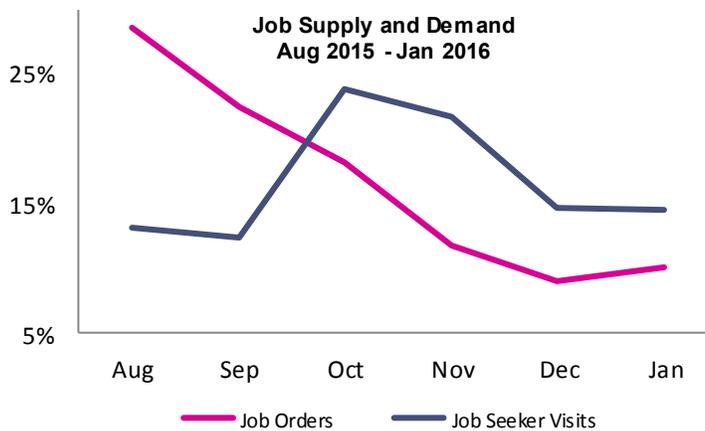
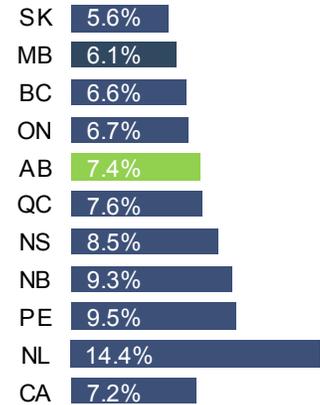
Unemployment Rates: The downward trend in the price of oil has resulted in Alberta's largest job losses since 1996. Now at 7.4%, the current provincial unemployment rate has exceeded predictions made by economists last year. Despite the shadow over much of Alberta, the light still shines on the Bow Valley, as the tourism industry remains strong.

Occupational Demand: For the six-month period ending January 31, 2016, the Job Resource Centre received 1,285 job orders from 297 Bow Valley employers for a total of 3,005 positions. The total number of job orders was 22% lower than last year at this time. As in other years, demand was highest in the Food & Beverage sector with 38% of job advertisements fitting this category.

Employee Housing: 51% of the jobs advertised at the Job Resource Centre in the six-month period ending January 2016 included employee housing. A greater number of jobs included staff housing in Banff (57%) than Canmore (30%).

Average Wages: Based on the Job Resource Centre job board, the average starting wage in the Bow Valley was \$16.48 per hour: a 2.2% increase over the same period in 2015.

Provincial Unemployment Rates January 2016



Occupational Demand Aug 2015 - Jan 2016



BOW VALLEY AVERAGE WAGES

	NUMBER OF JOB ORDERS	AVERAGE WAGE Aug 15 - Jan 16	AVERAGE WAGE Aug 14 - Jan 15
Food & Beverage Front Line (<i>servers, hosts, bus persons, delivery drivers</i>)	183	\$12.87	\$12.41
Housekeeping & Cleaning (<i>room attendants/housemen, laundry, cleaning</i>)	142	\$14.44	\$14.32
Food & Beverage Kitchen (<i>cooks, dishwashers, kitchen helpers</i>)	300	\$14.86	\$15.02
Trades & Labour (<i>apprentices, hotel maintenance, labourers, landscaping</i>)	186	\$18.63	\$19.61
Miscellaneous (<i>fitness instructors, pet groomers</i>)	10	\$11.75	\$20.22
Sales & Services (<i>grocery, retail, hairstyling, esthetics, marketing</i>)	141	\$13.90	\$13.96
Office & Administration (<i>clerical, reception, data entry, computer support</i>)	64	\$22.27	\$22.00
Hotel Guest Services (<i>front desk agents, night auditors, bellmen, hotel security</i>)	85	\$14.14	\$14.50
Social Services & Health Care (<i>social workers, caregivers, massage therapists</i>)	92	\$26.46	\$18.00
Travel & Tourism (<i>park interpreters, guides, tour operators, bus/van/taxi drivers</i>)	82	\$18.17	\$18.59
Total Job Orders	1,285		

*Based on job orders placed with the Job Resource Centre in Banff and Canmore between August 1, 2015 and January 31, 2016

Renting a Home

Average rents in Banff decreased 6.5% overall compared to the same period one year ago, according to a survey of listings in the local media. Average rents for shared accommodation saw the biggest increase, 15%, while the rental cost of one bedroom and three bedroom units declined by 12% and 16% respectively.

Average rents in Canmore rose by 3% compared to one year ago. As in Banff, shared accommodation saw the biggest increase at 12%. The cost to rent one and two bedroom units also increased, but to a lesser extent.

There was a total of 656 rental listings, 15% fewer than one year ago, in the local media between August 2015 and January 2016. Canmore had 532 listings compared to 624, and Banff had 124 listings compared to 152 last year.

AVERAGE RENTAL RATES*	BANFF	CANMORE
1 Bedroom	\$1,224	\$1,408
2 Bedroom	\$1,972	\$1,854
3 Bedroom	\$2,144	\$2,387
Studio/Bachelor	\$ 957	\$ 942
Roommate/Shared	\$ 856	\$ 859

*Based on listings in local media between August 2015 and January 2016.

Top 10 Winter Jobs

What jobs were most in demand over the past few months? Nearly 500 jobs were advertised in the career section of the *Rocky Mountain Outlook* between November 2015 and January 2016. While job titles ranged from embroiderer to laser technician, these are the 10 that were advertised most often:

- 1 Cook/Chef
- 2 Guest Services Attendant
- 3 Admin Assistant/Receptionist
- 4 Cleaner/Hotel Housekeeper
- 5 Massage Therapist
- 6 Sales Associate
- 7 Sports instructor
- 8 Driver
- 9 Bartender/Server
- 10 Tour Guide



Workshops

Free-of-charge workshops for jobseekers starting May 3:

Ace the Hiring Fair

Planning to go to a spring hiring fair? Increase your chances of being hired by attending one of our workshops. Get a preview of which employers will be at the hiring fairs and the available jobs. You will also learn how to write an effective resume and make a great first impression when you meet recruiters face-to-face.

Tuesday, May 3, 1:30-3:30 pm Banff
Monday, May 16, 1:30-3:30 pm Canmore

Interview with Confidence

Do job interviews make you nervous? They don't have to if you know how to prepare. Join our small group and have fun while you learn a few easy steps that will lead you all the way from calming your nerves and answering tough interview questions, to landing the job you want.

Wednesday, June 8, 9-11:30 am Canmore

Call the Job Resource Centre to reserve your spot 403-760-3311.

ALBERTA MINIMUM WAGE

The general minimum wage in Alberta is \$11.20 per hour.

For employees who serve alcohol as part of their regular duties, the minimum wage is \$10.70 per hour.

Development News

Banff

- **Labour shortages pose the greatest barrier** for tourism. According to a study released by the Banff Lake Louise Hospitality Association, there was a labour shortage of 21 workers per business in Banff and Lake Louise for the month of July 2015. The largest shortfall was in the area of guest room attendants. (*The Crag & Canyon, December 9, 2015*)

- **Banff council approved the town's participation** in a regional collaboration to study the feasibility of reinstating passenger rail between Calgary and the Bow Valley. Passenger rail is being considered as a viable alternative to vehicle transportation. Last year 5.5 million vehicles passed through the Town of Banff's entrance counters, rendering the road system beyond capacity for 47% of the peak summer period. (*The Crag & Canyon, February 24, 2016*)

- **Banff has taken the next step** forward towards developing below market rental housing on Deer Street and Cave Avenue. Banff's community housing strategy showed a lack of affordable rental housing was Banff's most pressing housing issue, with many people such as young service industry staff struggling to find adequate housing in town. Banff's rental vacancy rates have been at zero for the past several years, while a healthy vacancy rate is considered to be between three and five per cent. (*Rocky Mountain Outlook, February 9, 2016*)

Canmore

- **Canmore will see buses rolling on its streets** with local transit set to launch in the fall of 2016. For the business community, which often struggles with staff attraction and retention, an in-town Canmore transit service may well lessen those same issues, as getting to work should be much less of a problem. (*Rocky Mountain Outlook, December 3, 2015*)

- **Rental demand declined in most urban centres** across Alberta in the past year due to weak labour markets and low migration. In Canmore, rental apartment vacancy rates rose slightly to 1.4% from 0% a year ago. The average rent for a 2-bedroom apartment in Canmore was \$1,147 per month in October 2015, up 10.4% from one year ago. (*Canada Mortgage & Housing Corp. Rental Market Report, Fall 2015*)

Bow Valley

- **Fifteen to 20 jobs will be created** when the Lafarge Exshaw cement plant goes online with its expansion in the spring of 2016. (*Rocky Mountain Outlook, December 3, 2015*)

- **A plan to rebuild the Kananaskis golf course** will go ahead with the course expected to be ready for golfers in 2017. About 150 workers lost their jobs when the golf course was destroyed by flooding in 2013. (*CBC News, September 2015*)

About the Job Resource Centre

The Job Resource Centre is a leading Bow Valley based career and employment service.

Our mandate is to help people find jobs and new careers and to support employers in their efforts to hire and retain employees. Our services are available in English and French and are *free-of-charge*.

Services for Job Seekers: job search support, professional resume writing assistance, a job board with local opportunities, career coaching, student advice, training information, access to computers, fax machines, scanner, telephones and a resource area.

Services for Employers: job posting service, job placements, hiring fairs, workshops, HR guidance, labour market information and an interview room for employer use.



the **JOB**
RESOURCE
CENTRE

CANMORE

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BANFF

314 Marten Street, (403) 760-3311